

REPLACEMENT CLAIMS

1. A method of co-casting personalized content via an analog or digital television signal to a viewer based upon the viewer's preferences comprising the steps of determining the user's viewing preferences, reading portion of the non-viewable television signal; and transmitting the appropriate co-cast content to the user.
2. The step of claim 1 where the user's viewing preferences are programmed into a computer and sent to the user's set top box
3. The step of claim 2 where the set top box determines the user's preferences by collating the index data from the television signal.
4. The step of claim 3 where the data collation occurs in the set top box.
5. The step of claim 3 where the set top box transmits the index data for collation by an external computer server.
6. The step of claim 3, where the content provider inserts personalized content into the television signal.
7. The step of claim 3, where the content provider sends personalized content to the set top box via the internet.
8. The step of claim 1 where the set top box transmits content to a wireless device.
9. The step of claim 1 where the set top box e-mails content to any web-enabled device.

10. The step of claim 1 where the set top box transmits content to the television set during the commercial breaks, in lieu of the commercial.